

# MPH Ventures' Travelucion Sales Up 318% for October Attributed to Shift in American Policy Towards Cuba

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VANCOUVER, BC, Nov. 9, 2015 (GLOBE NEWSWIRE) -- [MPH Ventures Corp.](#) (TSX-V: MPS) (OTCBB: MPSFF) (Frankfurt: IJA2) (the "Company") is pleased to announce Travelucion has reported an increase in sales of approximately 318% for October 2015 on sales of CAD \$183,062 compared to sales of CAD \$43,755 for October 2014.

Travelucion sales from January to October, 2015 have increased almost 300% to CAD \$1,747,516 compared to CAD \$443,778 during the same period in 2014.

~~May~~

~~\$20,000~~

~~\$160,000~~

~~Sept~~

~~\$23,000~~

~~\$200,000~~

\* All values shown in Canadian Dollars.

\* \$1.00 Euro = \$1.43 Canadian

\* Monthly sales provided by Travelucion S.L. are unaudited

The increase in Travelucion sales are being attributed to the notable shift in American policy towards Cuba and a renewed interest in Europeans and Canadians traveling to the country. American visits to Cuba have increased while American tourism travel to Cuba awaits further easing. In response to the increase in sales and to facilitate logistics in Havana, the Cuban Travel Supplier in which Travelucion owns equity has moved to larger premises and increased staffing levels (see News Release Sept. 16, 2015).

On October 20th, MPH Ventures announced, subject to TSX Venture Exchange approval, it has acquired a 20% interest in Travelucion S.L., an online travel digital media company, with an option for a period of eight months, to acquire the remaining 80% interest subject to shareholder and TSX Venture Exchange approval (see News Release Oct. 20, 2015).

Travelucion is a cash-flow positive online travel digital media company that specializes in travel marketing, electronic reservation and online booking solutions for international visitors to Cuba. It owns one of the most significant portfolios of Cuba focused web properties and domains that have been promoting Cuba and offering online travel services to the Caribbean nation since 1995. Recently, Travelucion's revenues have been increasing in the wake of the notable shift in American policy towards Cuba as diplomatic relations between the two nations normalize and with travel restrictions on Americans visiting Cuba expected to gradually relax. Online booking is one of the fastest growing sectors in the travel industry and Travelucion is poised to take advantage of this rapid growth.

Travelucion owns 100% of 432 web assets popularizing Cuban Culture, Music, Celebrities, over sixty major tourist destinations, Golf, Banking and Commerce which collectively generate over 30 million page-views per year. Through legacy agreements with Cuba's largest travel companies, Travelucion's emblematic e-commerce brands like Havanatur.com, Cuba VIP and GoCuba provide the company with access to a broader and more diverse portfolio of national travel and tourism packages in Cuba than any other travel provider. Travelucion is also uniquely established to handle the travel requirements of qualified U.S. travelers to Cuba. This allows permitted U.S. travelers, in addition to non-U.S. travelers, the ability to indulge in high end hotel and spa accommodations or create uniquely Cuban travel packages with exclusive private home rentals, exotic/antique car services and access to a multitude of guided or self-discovery tours across Cuba.

Travelucion has also developed a strong social media platform of passionate Cuba social media followers across Facebook, Twitter, Pinterest and Instagram.

MPH Ventures and Travelucion will continue to expand the existing travel and Cuba focused marketing initiatives in numerous sectors with a specific spotlight on the emerging U.S.-Cuba travel market.

**About MPH Ventures Corp.:**

[MPH Ventures Corp.](#) has approx. 33.3 million shares issued and outstanding.

MPH-Travelucion Presentation:  
[http://www.mphventurescorp.com/i/pdf/MPS\\_PPT.pdf](http://www.mphventurescorp.com/i/pdf/MPS_PPT.pdf)

For further information on MPH Ventures Corp. (TSX-V: MPS) visit the Company's website at [www.mphventurescorp.com](http://www.mphventurescorp.com).

MPH Ventures Corp.

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